

<b>Classification:</b> Information Officer I	<b>Position No.</b> 180-5601-005
<b>CBID:</b> R01	<b>Office:</b> Media & Public Communications
<b>Date Prepared:</b> November 23, 2015	<b>Division:</b> Executive
<b>KEY: (E) IS ESSENTIAL, (M) IS MARGINAL</b>	

Under the direction of the Information Officer II, the Information Officer I will provide media and communications support to the Energy Commission's Media and Public Communications Office (MPCO) on policies, programs and projects as part of the media team that handles marketing and public relations. This position will focus on supporting one of the Energy Commission's five divisions, depending on the incumbent's knowledge and experience with energy related issues. The media officer will also acquire general knowledge of all Energy Commission issues and serve as back up for other Information Officers. The incumbent will respond to inquiries, keeping the MPCO Assistant Executive Director advised of developing or potentially sensitive situations involving the Energy Commission.

**WORKING CONDITIONS:** Work is performed indoors in an office setting.

#### **DUTIES AND RESPONSIBILITIES:**

- 40% Develop and implement strategic communications plans and campaigns based on the Energy Commission's top priorities (renewable energy; and energy efficiency, siting, clean transportation and research & development) and seek out and leverage strategic and proactive opportunities to pitch good news stories. Work with our stakeholders and other state energy agencies to coordinate efforts, amplify our work and leverage third-party messengers to champion our initiatives. Develop key messages, talking points, narratives and frame issues in a way that generates quality coverage, allows us to shape public perception, get ahead of issues and respond to criticisms. Handle crisis communications and rapid response activities as needed. Use traditional and social media platforms to publicize our work and the public benefits being delivered. (E)
- 30% Prepare, review, edit and finalize strategic print, broadcast and online communications materials, articles and collateral to showcase Energy Commission projects and programs, including news releases/statements/advisories, social media, blog posts and media pitches. (E)
- 15% Respond to media calls and prepare spokespeople for interviews and speaking engagements as needed. (E)

- 10% May utilize Spanish language expertise to assist MPCO and divisions when communicating with Spanish speaking media outlets and other media-related activities. (M)
- 5% Support the outreach activities of the Energy Commission including attending hearings and preparing weekly status reports. (M)

SIGNATURES	
I Certify That I Am Able To Perform, With Or Without The Assistance Of A Reasonable Accommodation, The Essential Job Duties Of This Position	
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<div>Vacant</div> <div>Date</div>	<div>Albert Lundeen</div> <div>Date</div>
<div>Information Officer I</div>	<div>Information Officer II</div>